

Ask Moms Who Know™



NHTSA Roundtable

Panel IV: Educational Needs

February 8, 2007

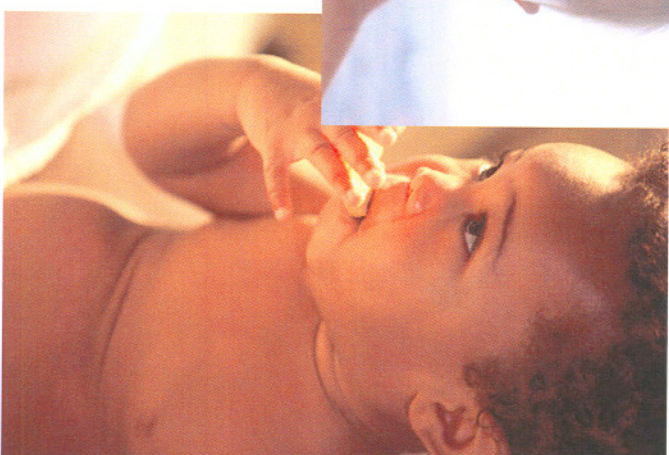
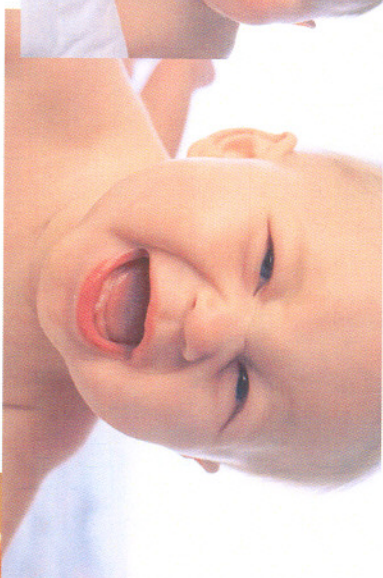
Frank Olbrych
Graco Children's Products Inc.



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Helping to Protect Children is our business



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New Ideas take time





Why education is needed and what is the message?

Importance of the T in LATCH.

What can a CRS manufacturer do to educate?

Who else should participate?

Teamwork can make it happen!



Why is education needed?

“I get LATCH and Tether confused; what’s the difference?”

“Do I have to use the top tether?”

“Can I use both the lower anchors and the vehicle seat belt?”

“My vehicle doesn’t have the lower anchors or top tether for LATCH. What should I do?”



Develop and communicate a clear consistent message

What is LATCH

When to use LATCH

Why is LATCH important

How to install/use LATCH



Use of the top Tether is very important.

Improves fit and security of car seat to vehicle

Top Tether hardware is very common.

Top Tether 2000. Lower Anchors 2002.

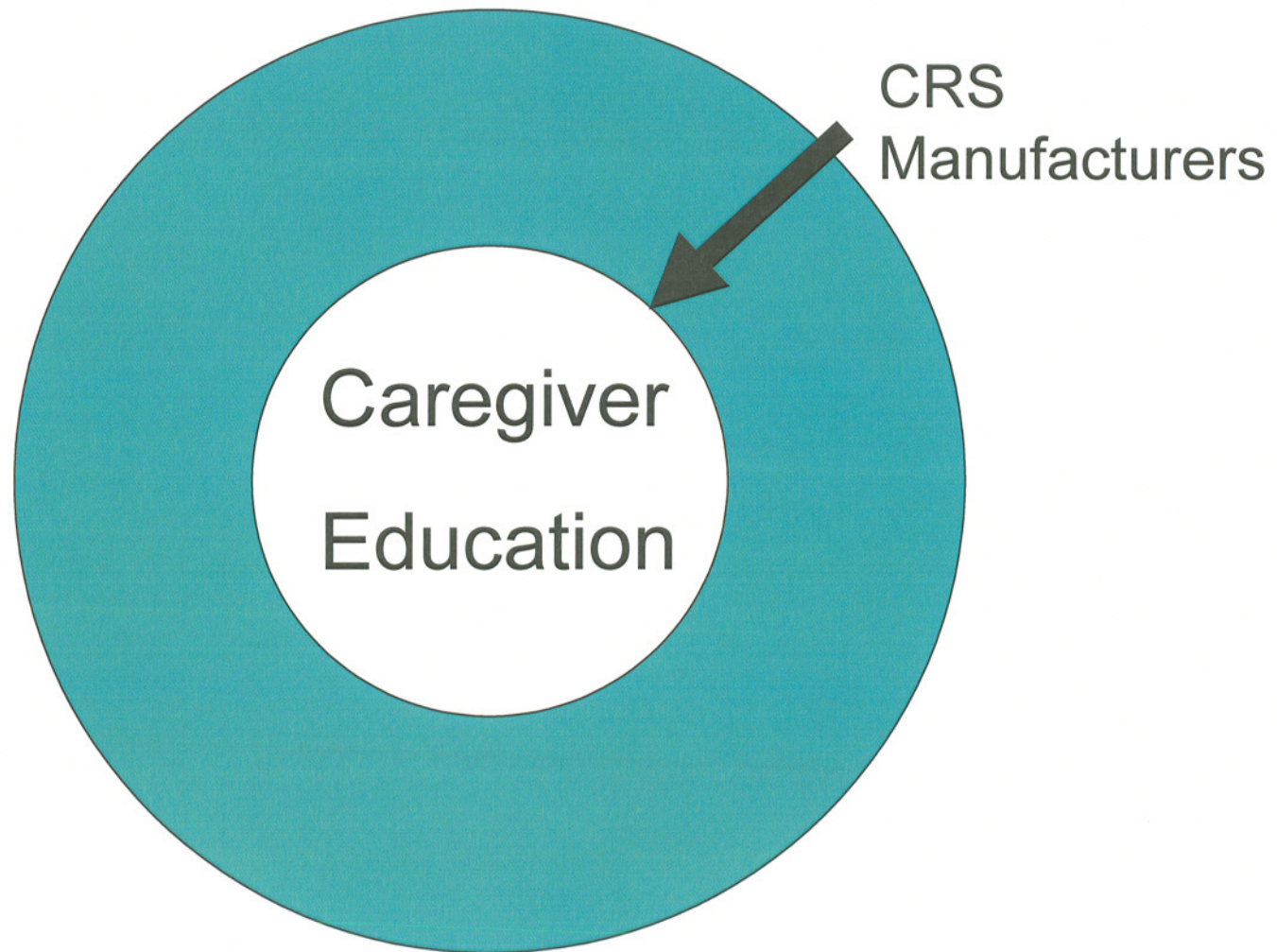
Use tether with vehicle seat belt, not just with Lower Anchors.

Can use tether in middle rear seating position even if lower anchors are not included.

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As a CRS manufacturer, what can we do?



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Manufacturers

Caregiver
Education



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Website

Toll Free 1-800

Car Seat Checks

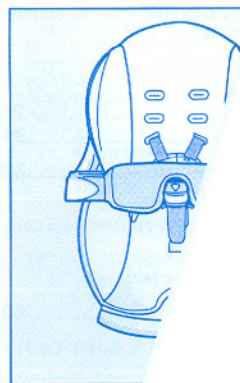
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Emails

Public Service Announcements

ComfortSPORT

Instruction Manual



Also
Read and

24



OPERATIONS and ADJUSTMENTS (continued)

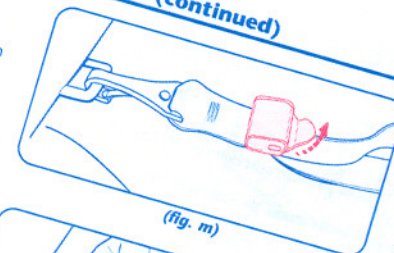
9 Removing LATCH from Vehicle Anchor Points:

A Tilt metal tab of adjuster to release tension (fig. m).

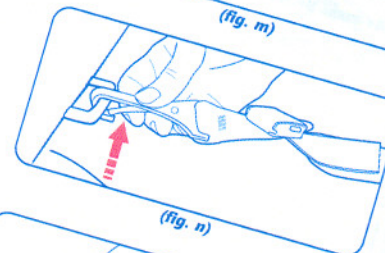
Press down on child restraint compressing vehicle seat cushion to reduce tension on lower anchorage belt.

B Press and hold LATCH release hinge. (fig. n).

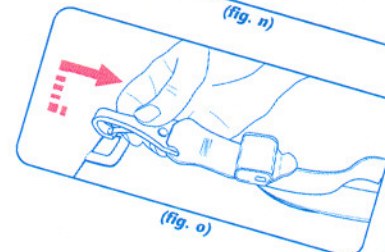
C Push connector in, lift connector up and pull out (away from anchor point) (fig. o). Repeat step A, B and C for other connector.



(fig. m)



(fig. n)



(fig. o)

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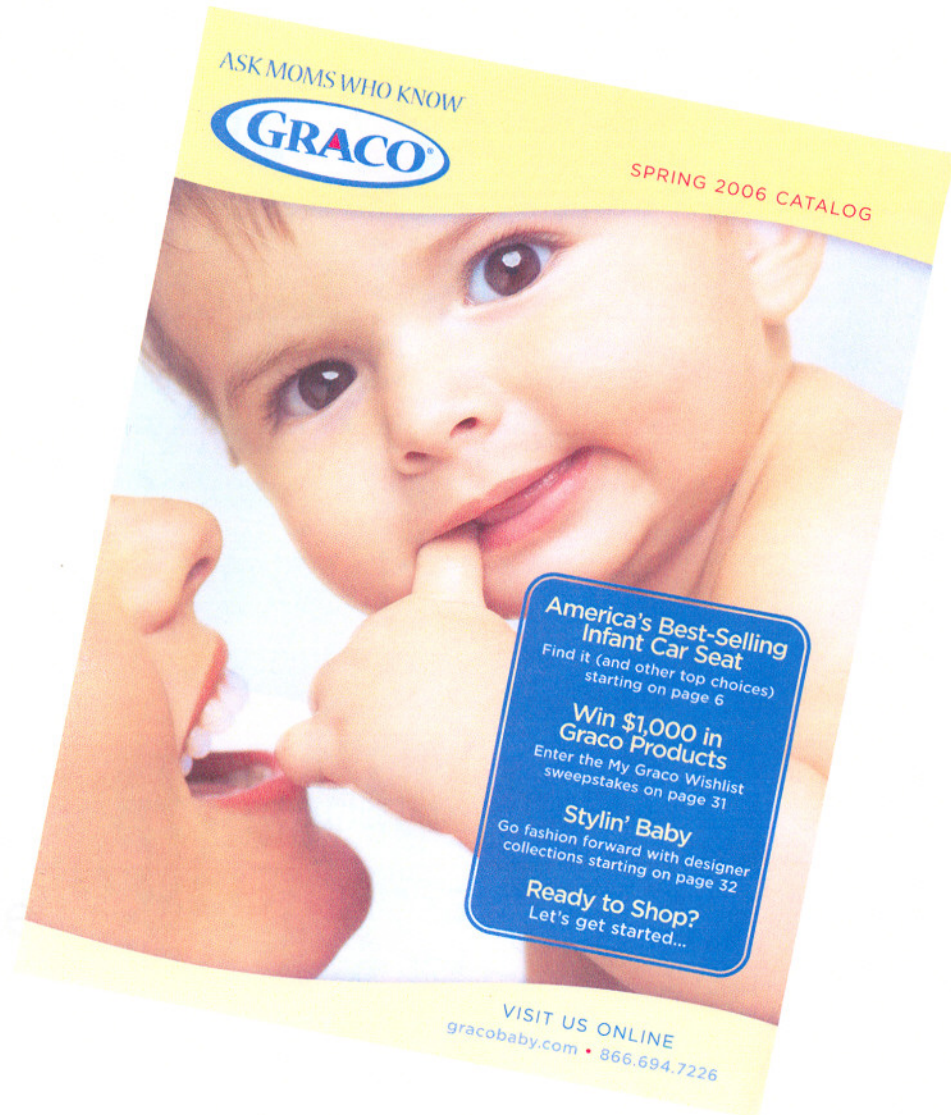
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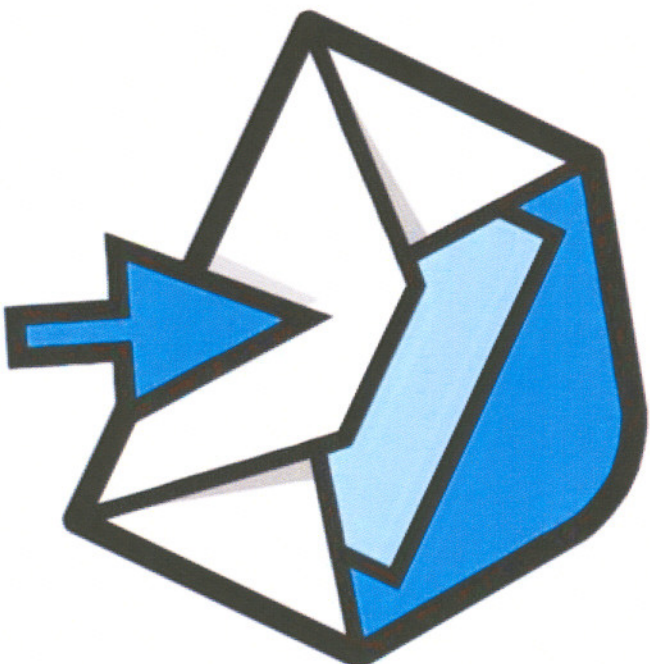
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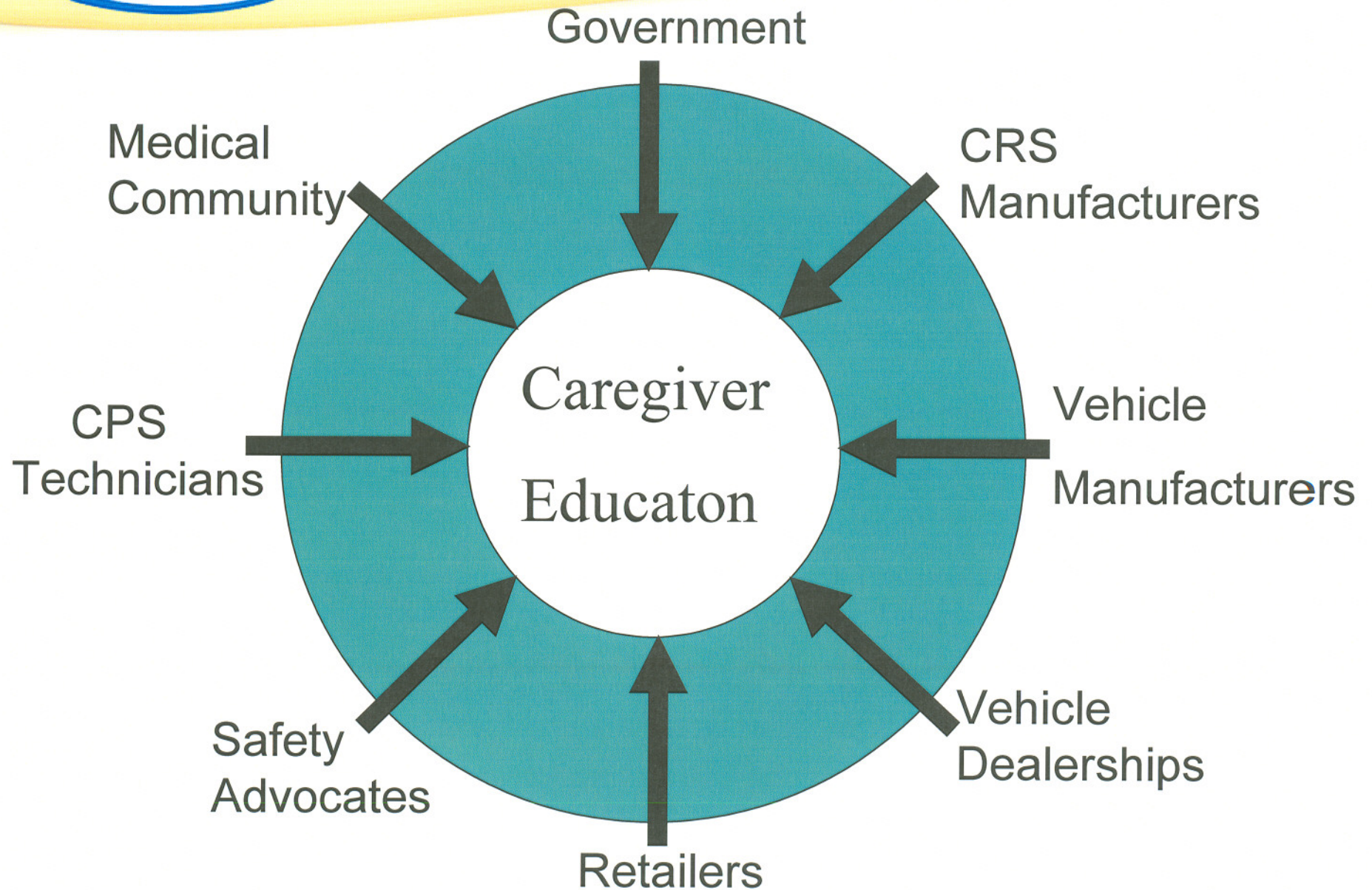
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Government – Website, Pamphlet, PSA, allow CRS manufacturers to email information back to consumers who use on-line registration, include LATCH website on registration card, LATCH 1-800 Hotline.

Vehicle Manufacturers – Hang tags to show lower anchor and tether connections, website.

Vehicle Dealers – Make Gov't Pamphlet available, train sales associates on LATCH.

Retailers – Make Gov't Pamphlet available, train sales associates on LATCH, Shelf strip/product feature cards, website.

Safety Advocates – Website, newsletters, meetings.

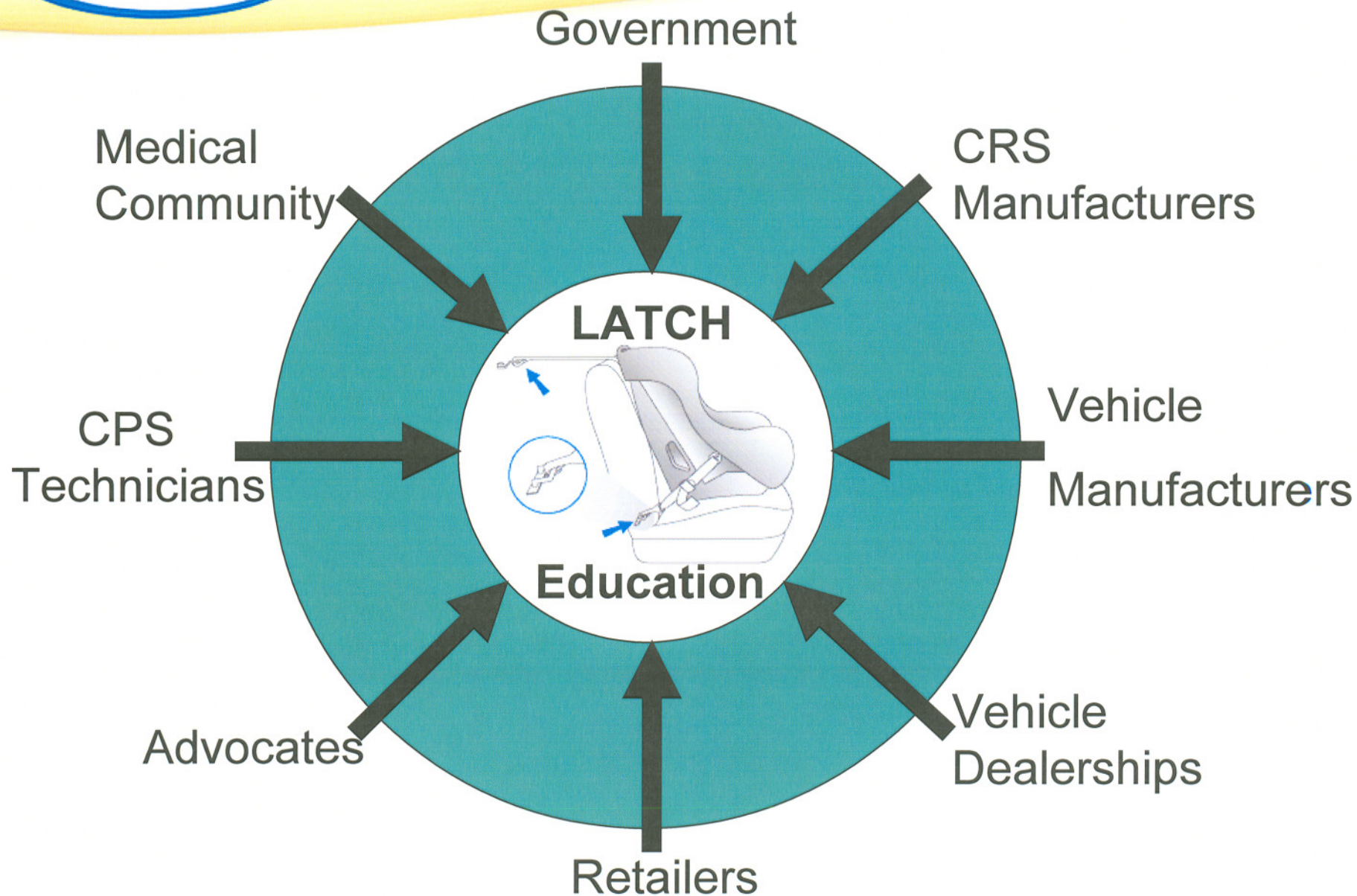
CRS Techs – Training manual opportunities, more promotion at car seat checks, make Gov't pamphlet available.

Medical Community – Pre-natal / child birth classes, hospital maternity discharge, posters and pamphlets at pediatricians.

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GOAL: PARTNERSHIP with a FOCUS





An Educational Program that...

Delivers a clear consistent message

Reaches all segments of the population

Utilizes many forms of communication

Has constant delivery. Never-ending

Is a Partnership



Thank You

Graco Children's Products Inc.